



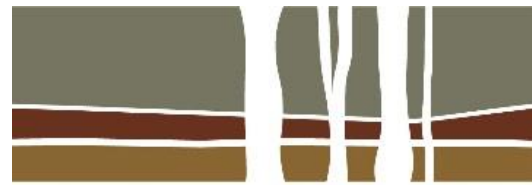
EASTSIDE

Comprehensive Plan and Redevelopment Strategies

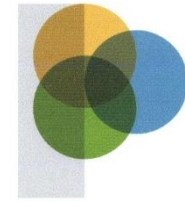


Agenda

- Welcome
- Project and Team Introductions
- Visioning Exercise
- Put Farmers Branch on the Map
- Open Discussion and Conclusion



la terra studio
Planning + Design



PROLOGUE
PLANNING
SERVICES

Civic Implementation



Infrastructure



Feasibility



**FARMERS
BRANCH** **EASTSIDE**



Project Awareness & Branding

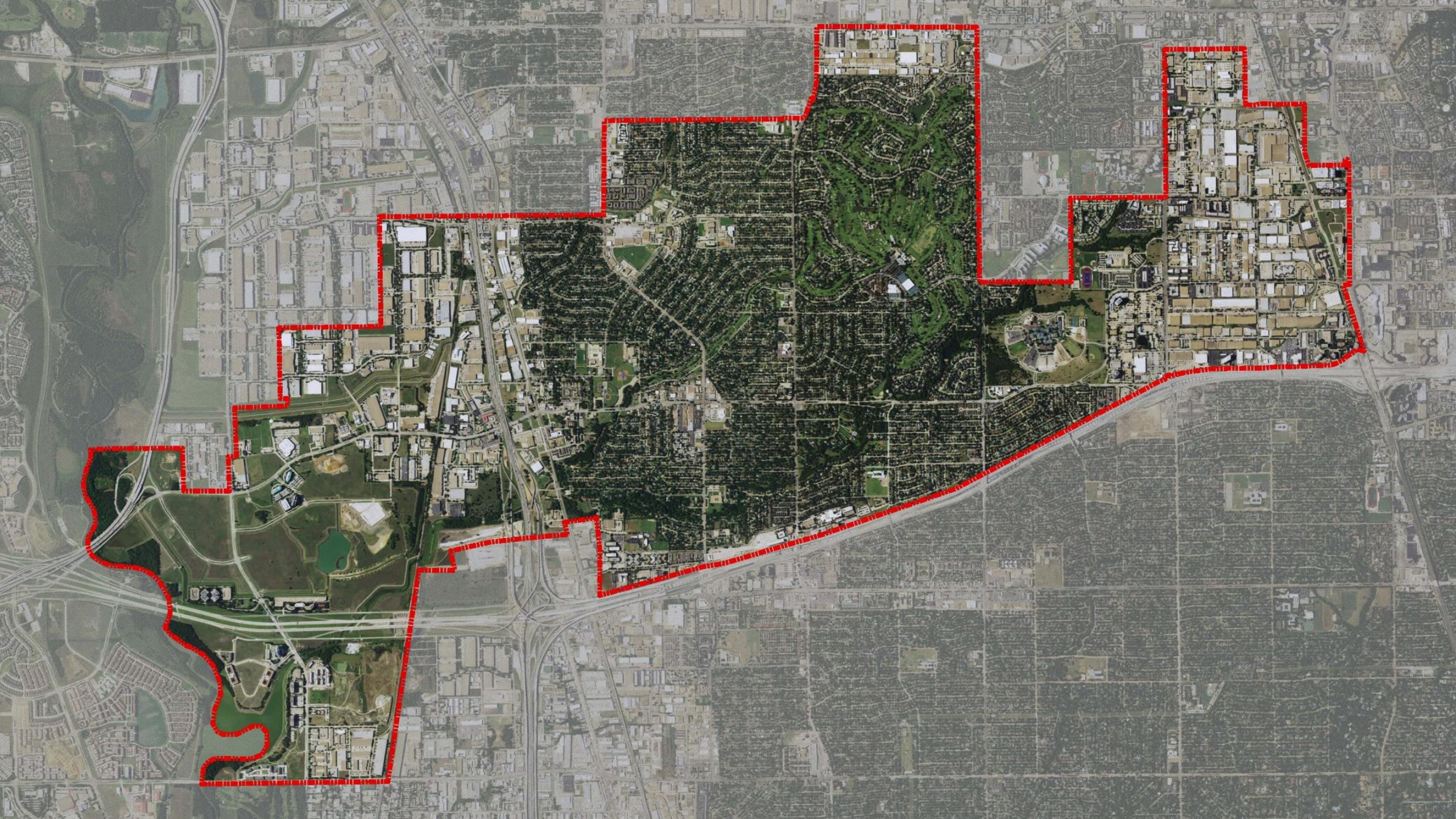
Project Schedule

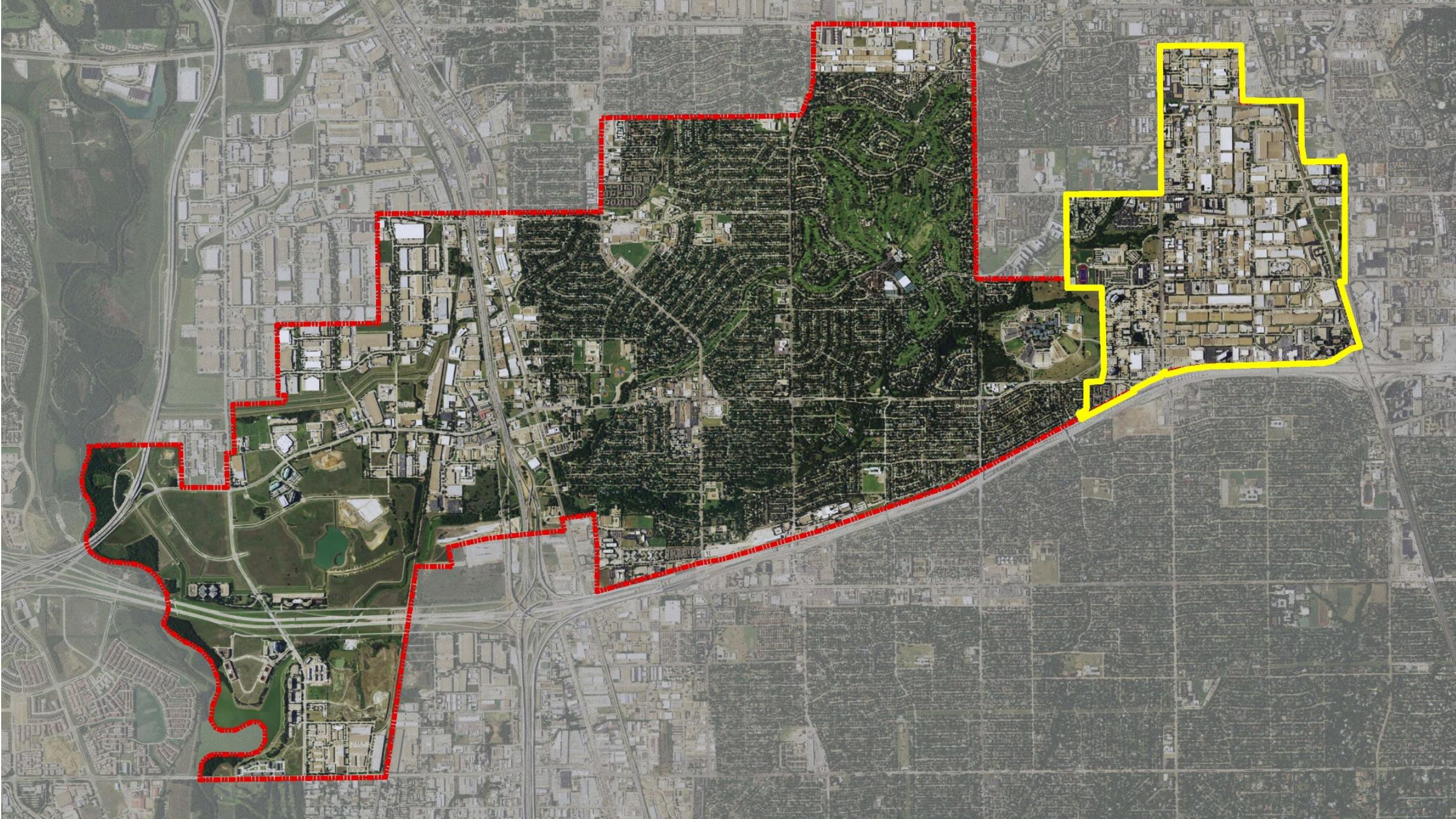
November 2015:	Project Kick Off
December 2015:	Inventory/Analysis/Interviews
January 7 th 2015:	Bus Tour
Early 2016:	Market research and Planning Analysis of data Report back to advisory committee on findings
March/April 2016:	Planning scenarios for Eastside – (public workshop)
May/June 2016:	Report back to advisory committee on progress
July/August 2016:	Draft and final reports reviewed and adopted

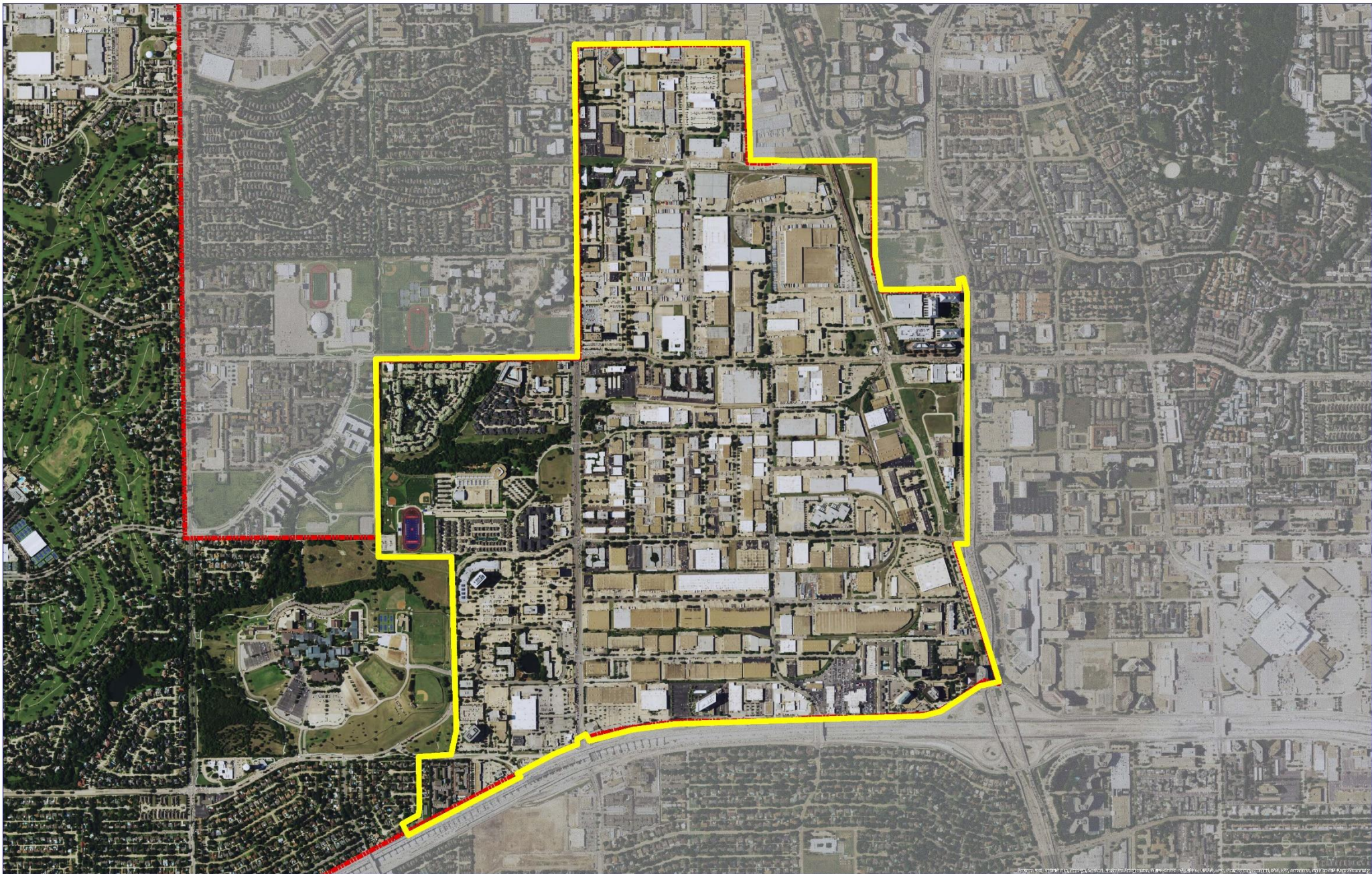
Why Plan?

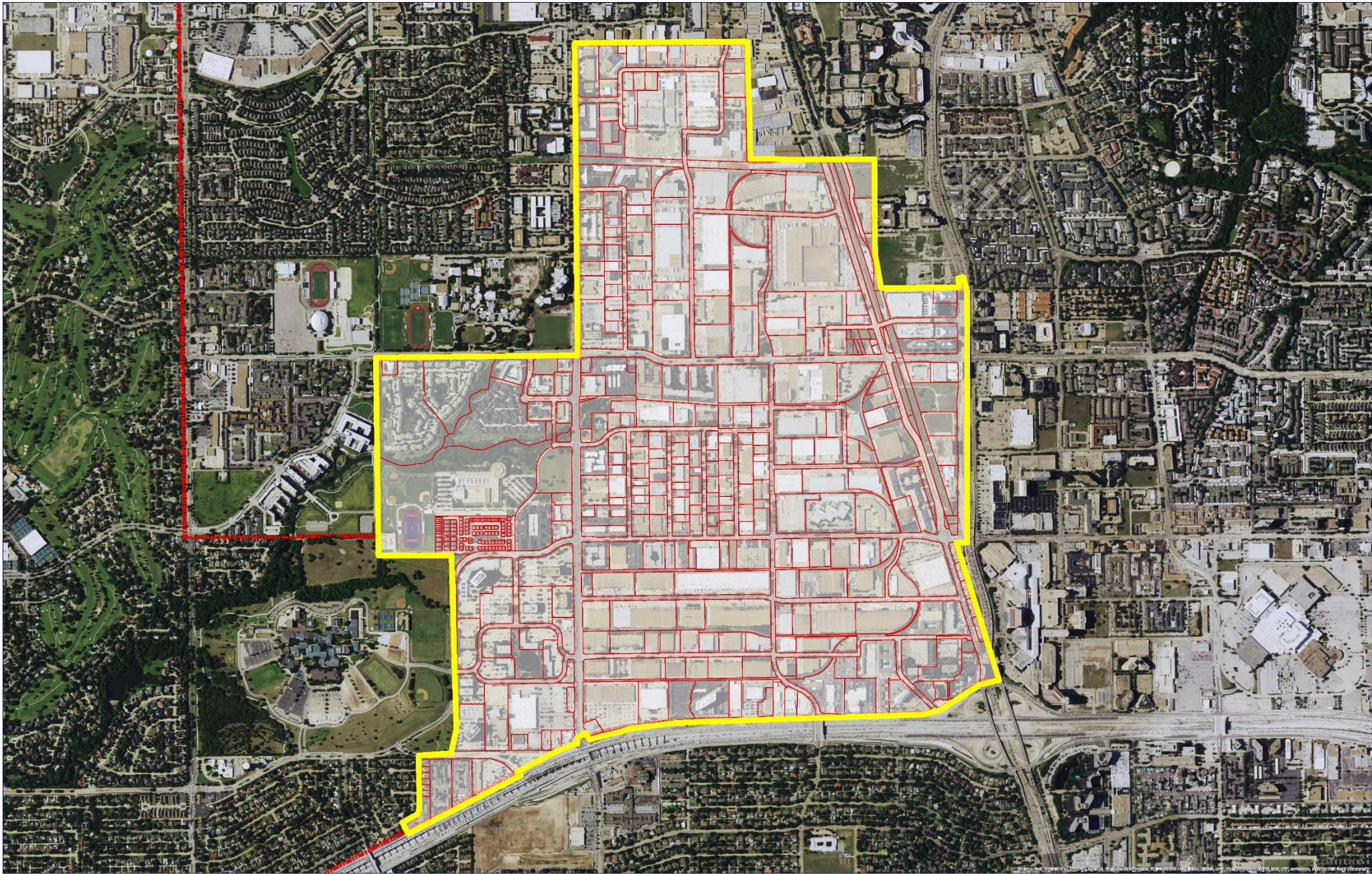
Comprehensive planning asks these questions:

1. Where are we and what problems do we face today?
2. Where do we want to go?
3. How do we get there?









Basemap

Data: 9/16/2015

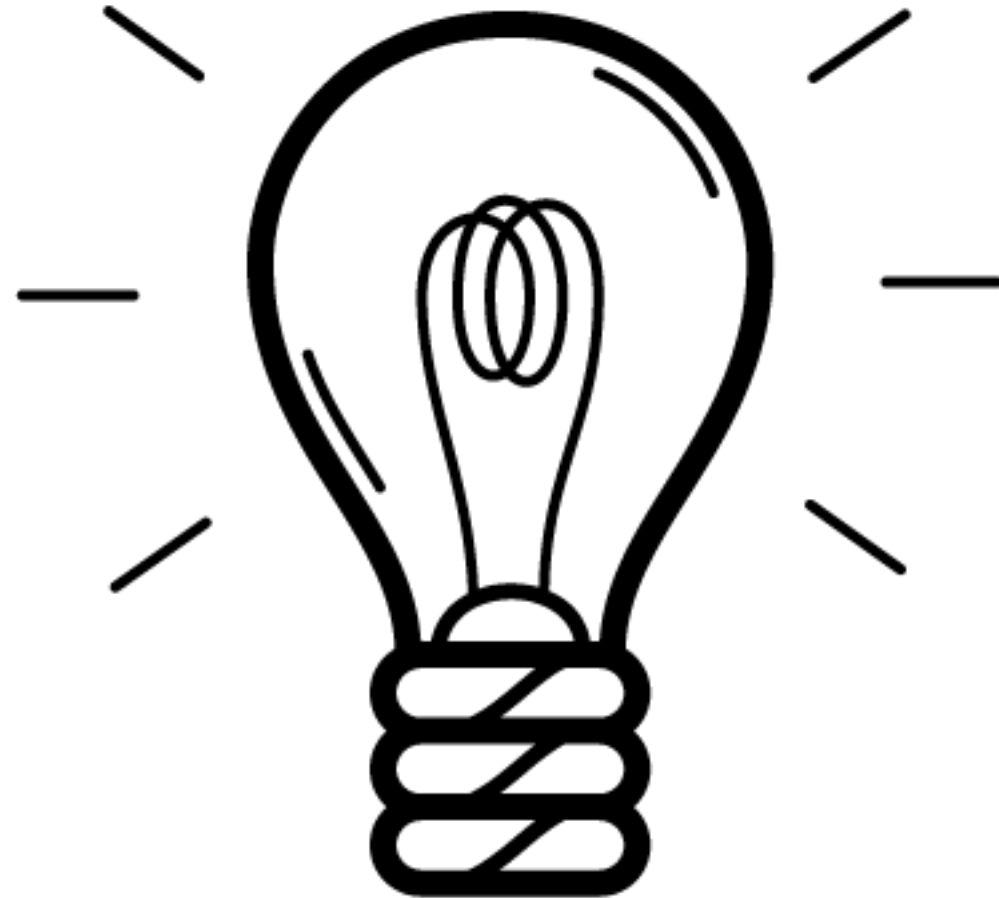


NORTH

0 550 1,100
Feet

Understanding Eastside

- 29 Different land-use types in the district
- 395 Properties
- Eastside is about 1045 Acres
- 95 Acres of raw land
- \$1,615,807,990 - Market value
- \$1,505,540,587 - Taxable Value
- \$9,067,374 - Approximate property tax revenue for Eastside
- New, high-value residential options in Eastside



Role of the Advisory Committee

- Oversee and be involved in planning process from the beginning.
- Comprised of residents, business owners, and stakeholders from around the community.
- Ensure the views and concerns of the community were effectively addressed.

Our approach will speak to existing challenges as well as future opportunities.

It will address both the physical aspects of development and the economic impacts that it will bring.

It will consider not only what must be done, but how, when, and by whom.

ANALYSIS



COMMUNITY
OUTREACH



LAND USE
SCENARIOS



PLACEMAKING



ECONOMICS

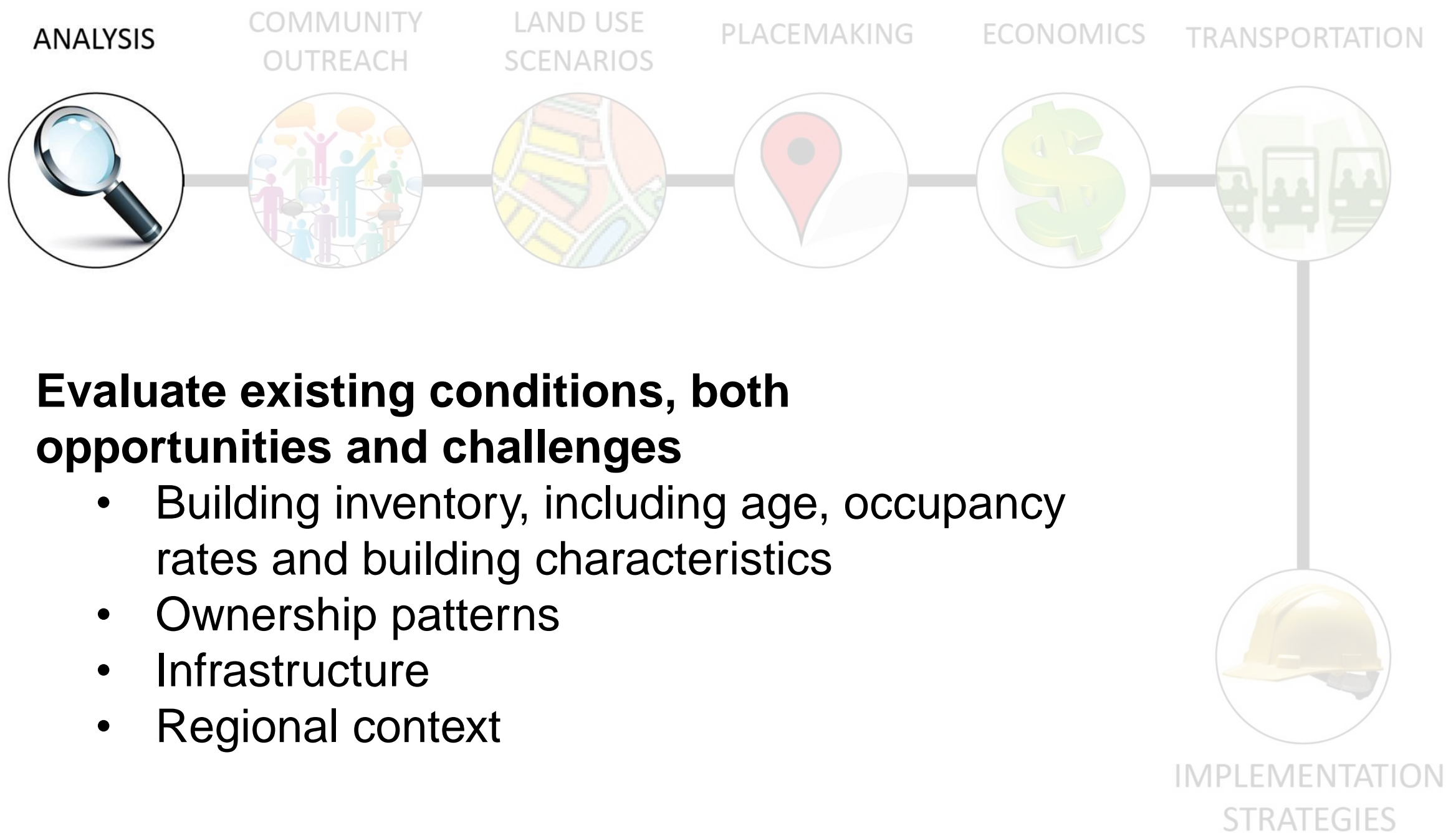


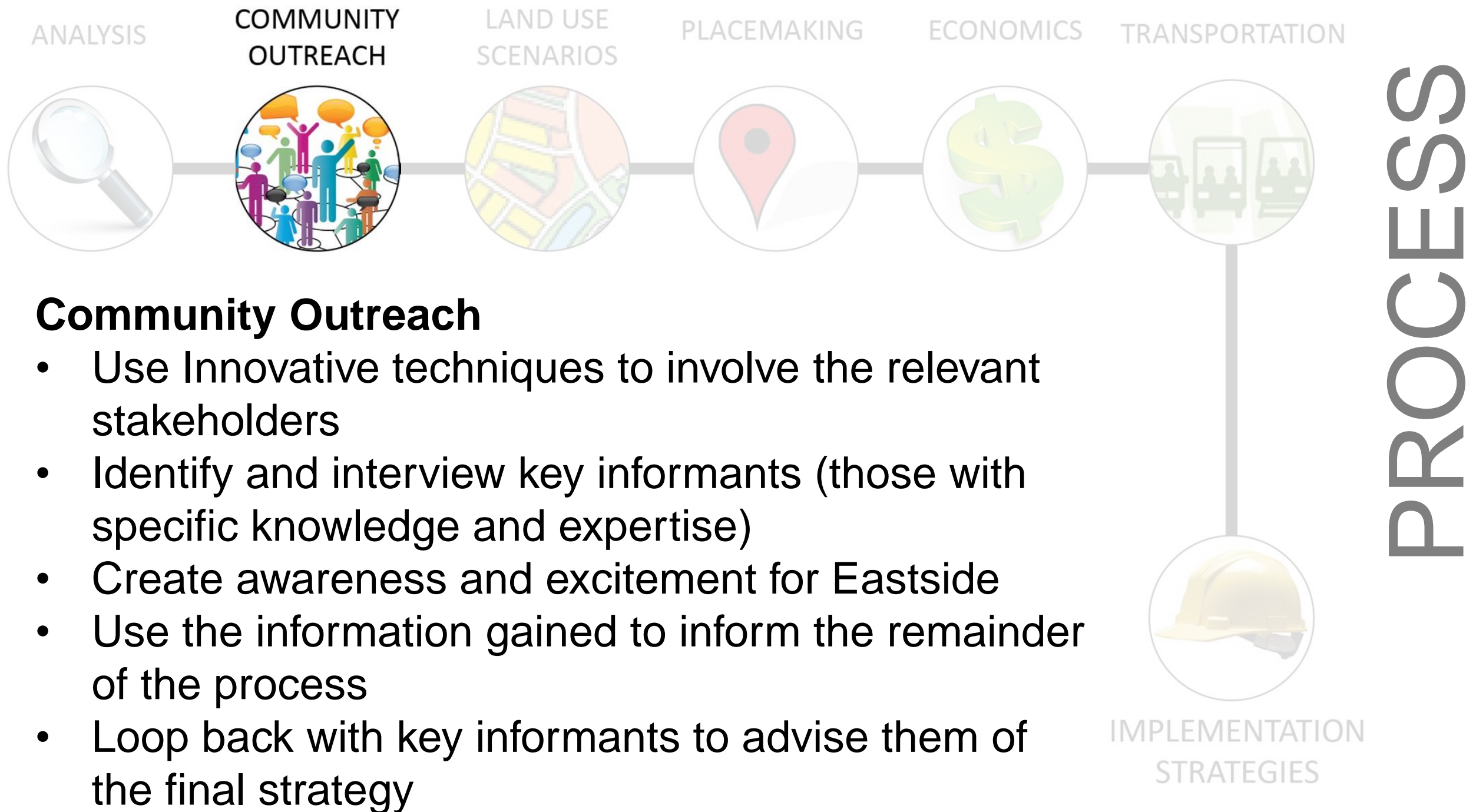
TRANSPORTATION

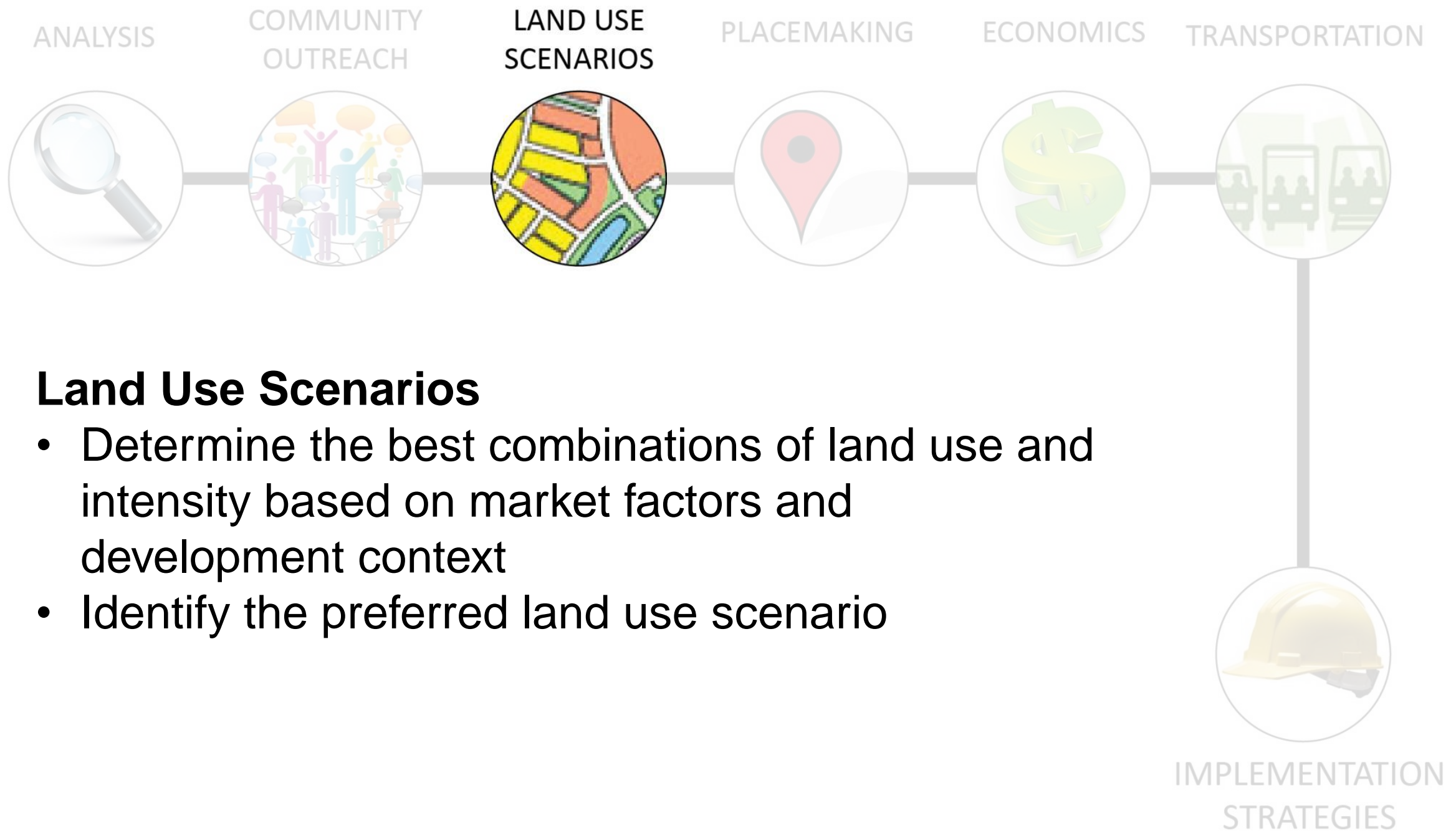


IMPLEMENTATION
STRATEGIES

PROCESS



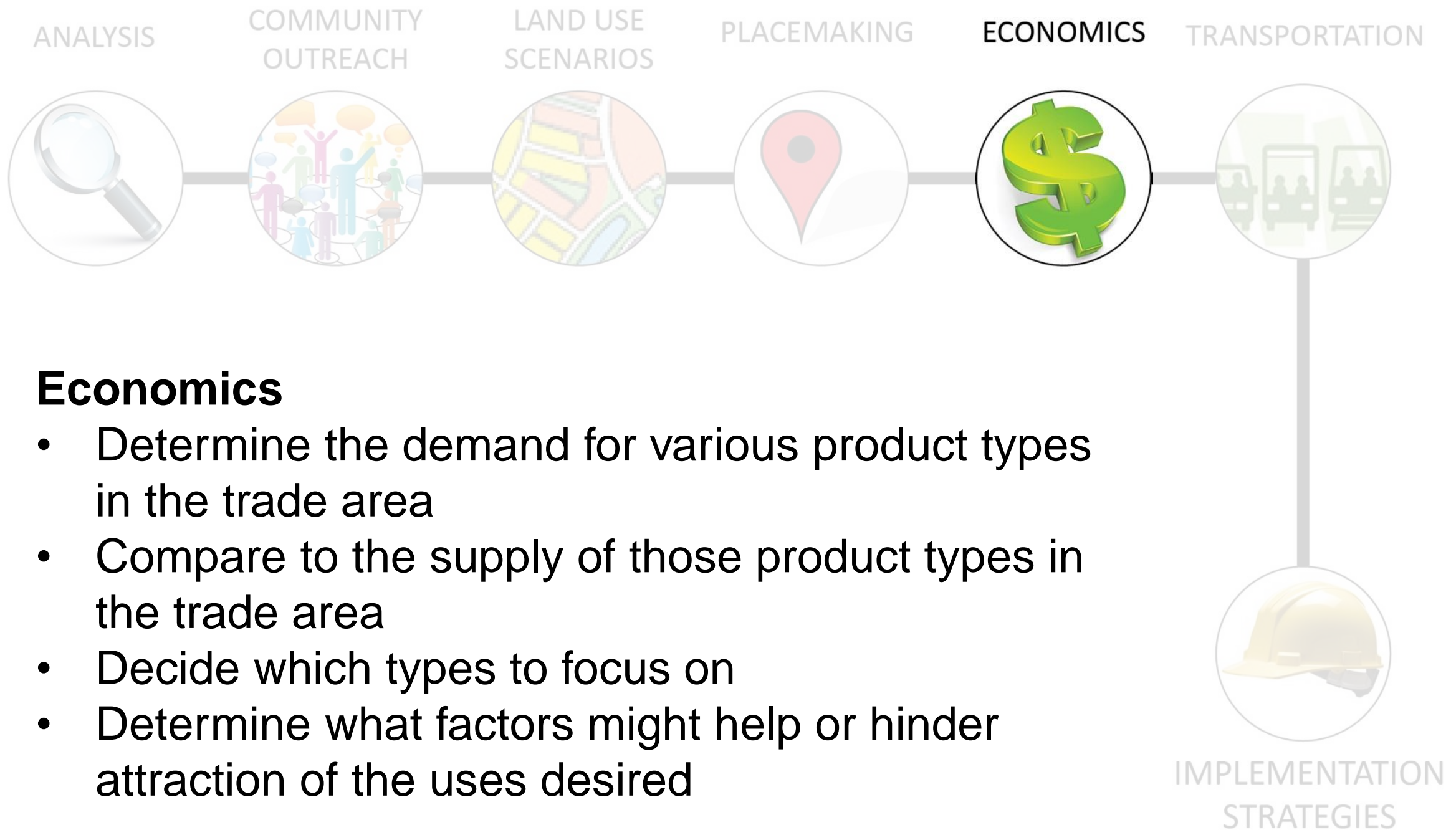




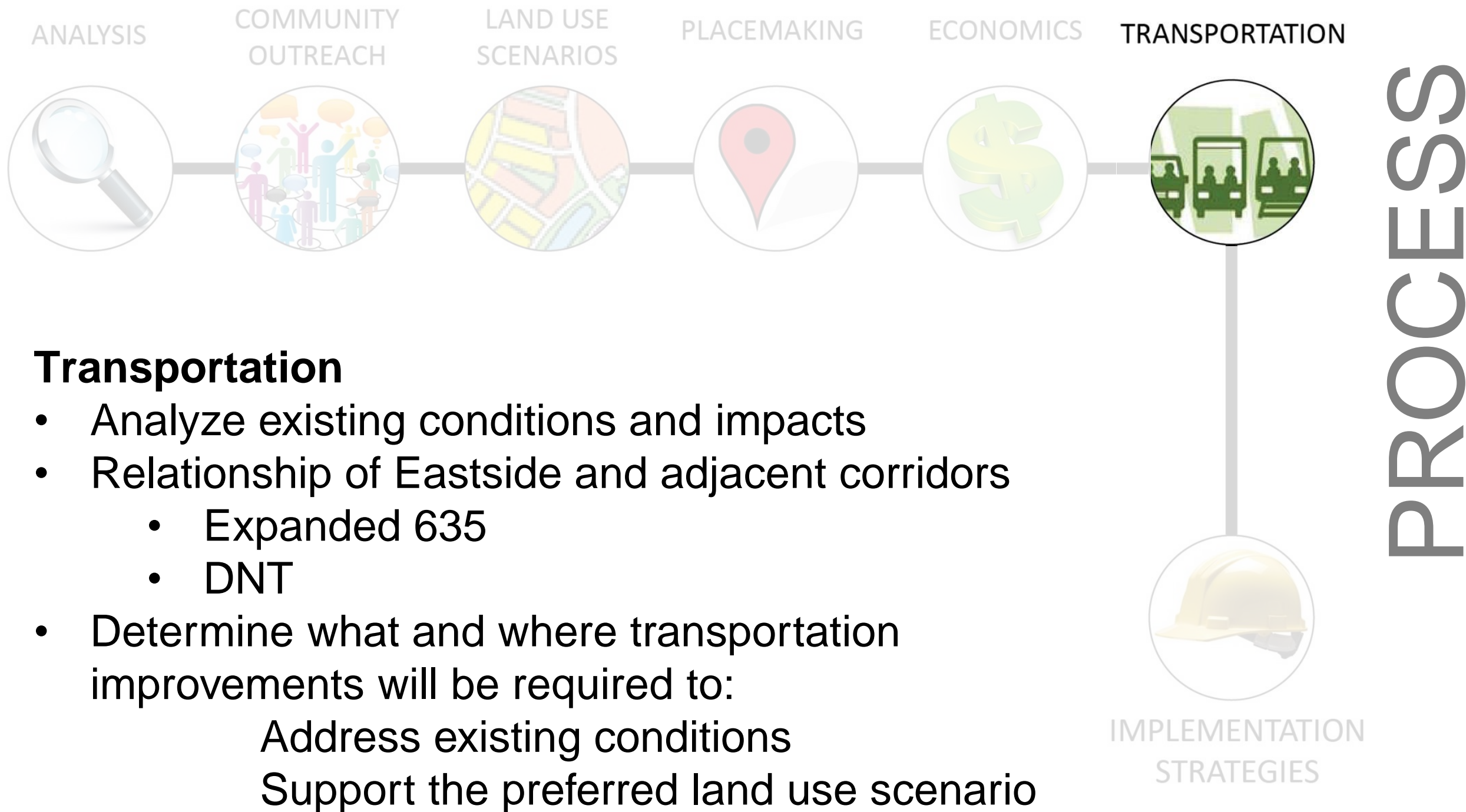


Placemaking

- Determine how to improve the development environment to attract the uses desired
- Identify the means and incentives for creating that environment



PROCESS





Implementation

- Develop a list of action items and prioritize
- Determine the lead agency for implementing each item
- Estimate the potential costs and possible funding sources
- Recommend the time frame (short-term, mid-term, long-term) for each action



IMPLEMENTATION
STRATEGIES

PROCESS

Let's Talk



What are current challenges present in the Eastside district today?

What are current opportunities present in the Eastside district today?

What is your dream for the future of Eastside?



**LET'S PUT
FARMERS BRANCH
ON THE MAP**

with Google

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Prices: \$\$\$\$
Hours: Open today · 10:00 am – 9:00 pm
Menu: dandelionchocolate.com

Reviews
4.7 ★★★★★ 63 Google reviews

Small-batch chocolatier offering handmade candy bars & brownies, cocoa beans & educational classes. - Google



"Excellent **dark chocolate** and drinking chocolates roasted and prepared on site." 2 reviewers



"Fantastic little **chocolate shop** with great local vibe."

Tenets of the Plan

- Public/Stakeholder input
- Circulation and transportation
- Public facilities
- Land use
- Development history and property characteristics
- Natural areas, parks/open space and urban trail connections
- Green infrastructure planning considerations
- Economic and market conditions
- Revitalization and adaptive reuse
- Specific area plans
- Implementation

What other influences will affect the plan ~ We will find out!

Principles of Revitalization

- Ignite leadership and nurture partnerships
- Anticipate evolution beyond today
- Know the market
- Scale commercial to the market
- Establish successful nodes of
- Redevelopment -- infill will follow
- Tame the traffic to work with your new uses
- Create places
- Diversify the character
- Eradicate the ugly
- Put your money \$\$\$ where your new regulations and policies are

Opportunities + Constraints

- Daytime work population almost the size of entire city population
- Concentration of design, art, and furniture business and services
- Aging infrastructure designed to support current land use
- Channelized drainage patterns
- Vast amounts of surface parking
- TIF district opportunity
- Enterprise zone
- Location in the region
- Adjacency to galleria and valley view re-development areas.
- Collection of contiguous land owners
- Vacant land
- Large contagious parcels

Community

Awareness + Engagement

- Create a Brand Story
- Promo Items
- Public Engagement
- Social Media
- Video
- Website